THE SAN FRANCISCO TAVERN GUILD FOUNDATION
AND
THE EMPEROR AND EMPRESS COUNCIL OF SAN FRANCISCO

PRESENT

CORONATION '83

GENE & MAE

THE EMPIRES UNITED TOGETHER 1983

SATURDAY, JANUARY 8, 1983
DOOR OPENS AT 6:00 P.M.
CORONATION BALL PROMPTLY AT 7:00 P.M.
JAPAN CENTER THEATRE (KABUKI)
1881 Post Street

BEST OUT-OF-TOWN PRESENTATION $100.00 cash prize
BEST IN-TOWN PRESENTATION $100.00 cash prize

NO HOST BAR

DONATION $15.00 ADVANCE, $20.00 AT THE DOOR – ALL SEATS RESERVED

TICKETS AVAILABLE AT: THE STALLION – 749 POLK ST., TWO TURTLES, 741 O'FARRELL ST.
THE KOKPIT – 301 TURK ST. NEWBELL SALOON, 1203 POLK ST.,
THE MINT – 1942 MARKET ST., FEBE'S, 1501 FOLSOM

NOT RESPONSIBLE FOR LOST OR STOLEN ARTICLES

MUST BE 21 YEARS OF AGE

749 Polk Phone 775-2213

Congratulations to Their Imperial Majesties The Emperor and Empress of San Francisco

Gene and Mae

From
The Staff of The Stallion
Tommy - Burt - Grand Duke Roger
Paddy Pardy - Annie - Billy Le Slut
Denny, AKA Linda Lovelash

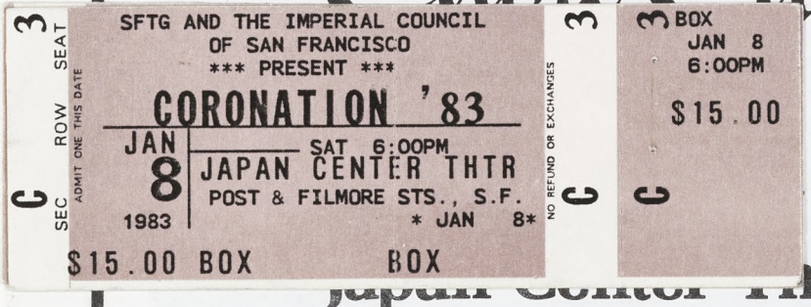
Best Wishes to the New Emperor and Empress

C 3
SEC ROW SEAT

Outstanding

THE BOARD OF DIRECTORS OF THE CABLE CAR AWARDS
presents

THE 1983 Cable Car Awards & SHOW

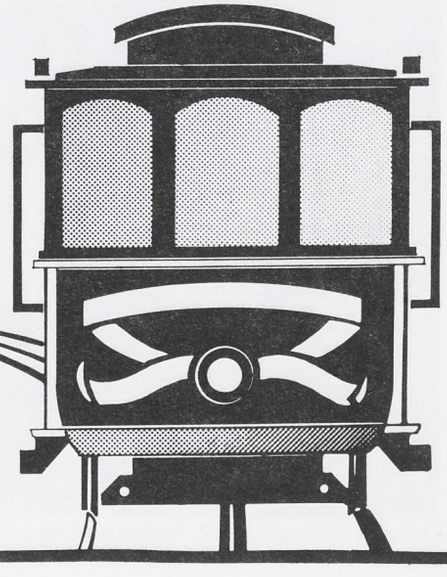


February 6, 1983

Japan Center Theatre
Post & Fillmore Streets
San Francisco

Tickets available at Headlines:
1217 Polk Street or 549 Castro Street

Reserved Seating: $20 and $15
Unreserved Seating
in Balcony: $10



Voting from 5:30-7 p.m.
Program: 7 p.m.

THE STALLION
SAN FRANCISCO

749 Polk Phone 775-2213

Congratulations to Their Imperial Majesties The Emperor and Empress of San Fra

Gene ar

C 10
SEC ROW SEAT

From
The Staff of The Stallion

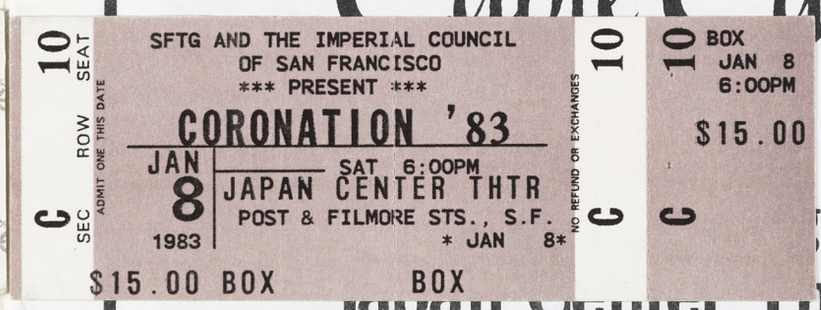
Tommy - Burt - Grand Duke Roger
Paddy Pardy - Annie - Billy Le Slut
Denny, AKA Linda Lovelash

Best Wishes to the New Emperor and Empress

Outstanding

THE BOARD OF DIRECTORS OF THE CABLE CAR AWARDS
presents

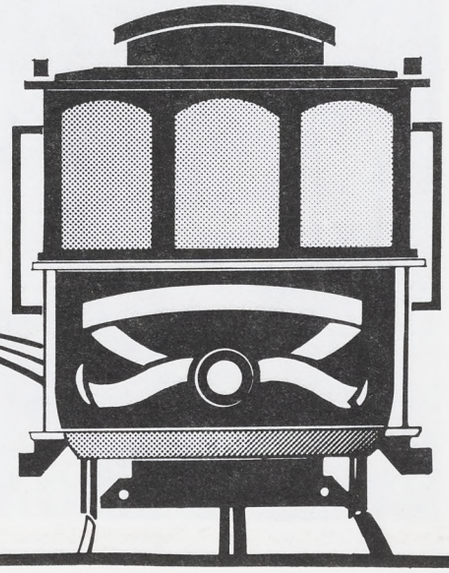
THE 1983 Cable Car Awards & SHOW



February 6, 1983
Japan Center Theatre
Post & Fillmore Streets
San Francisco

Tickets available at Headlines:
1217 Polk Street or 549 Castro Street

Reserved Seating: $20 and $15
Unreserved Seating
in Balcony: $10



Voting from 5:30-7 p.m.
Program: 7 p.m.

THE STALLION
SAN FRANCISCO

749 Polk Phone 775-2213

Congratulations to Their Imperial Majesties The Emperor and Empress of San Fra

Gene ar

From
The Staff of The Stallion

Tommy - Burt - Grand Duke Roger
Paddy Pardy - Annie - Billy Le Slut
Denny, AKA Linda Lovelash

Best Wishes to the New Emperor and Empress

Outstanding

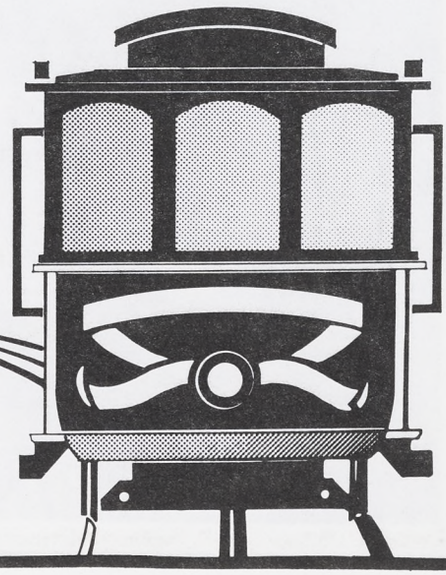
THE BOARD OF DIRECTORS OF THE CABLE CAR AWARDS
presents

THE 1983 Cable Car Awards & SHOW

Sunday Evening February 6, 1983
Japan Center Theatre
Post & Fillmore Streets
San Francisco

Tickets available at Headlines:
1217 Polk Street or 549 Castro Street

Reserved Seating: $20 and $15
Unreserved Seating
in Balcony: $10



Voting from 5:30-7 p.m.
Program: 7 p.m.

My Dear Fellow San Franciscans and Visiting Dignitaries:

Upon leaving office as the Seventeenth Empress de San Francisco, I want you to know that I am not leaving you. Without you, I could never have been an Empress.

There are so many of you to thank for support, from the very beginning to this very moment. It would be impossible to name all of you in this letter, but please know you are all in my heart and you have my sincere thanks. There are some who have consistently helped me in many ways and I especially want to thank them. They are: Tommy and Burt of the Stallion; my Secretary-Treasurer, Kenny Stewart; Obie and Lonnie; Empress I de Chicago, Joanna Caron; my Emperor, Gene Bettis, and our Fourteenth Empress, Ginger.

To my court of the Ivory Fans, I deeply appreciate your love and trust in me and the faith in my judgment. You gave me the strength to be what I personally felt an Empress should be. We certainly made some mistakes. We learned from them. As an Empress, one learns many lessons; I learned, and learned quickly.

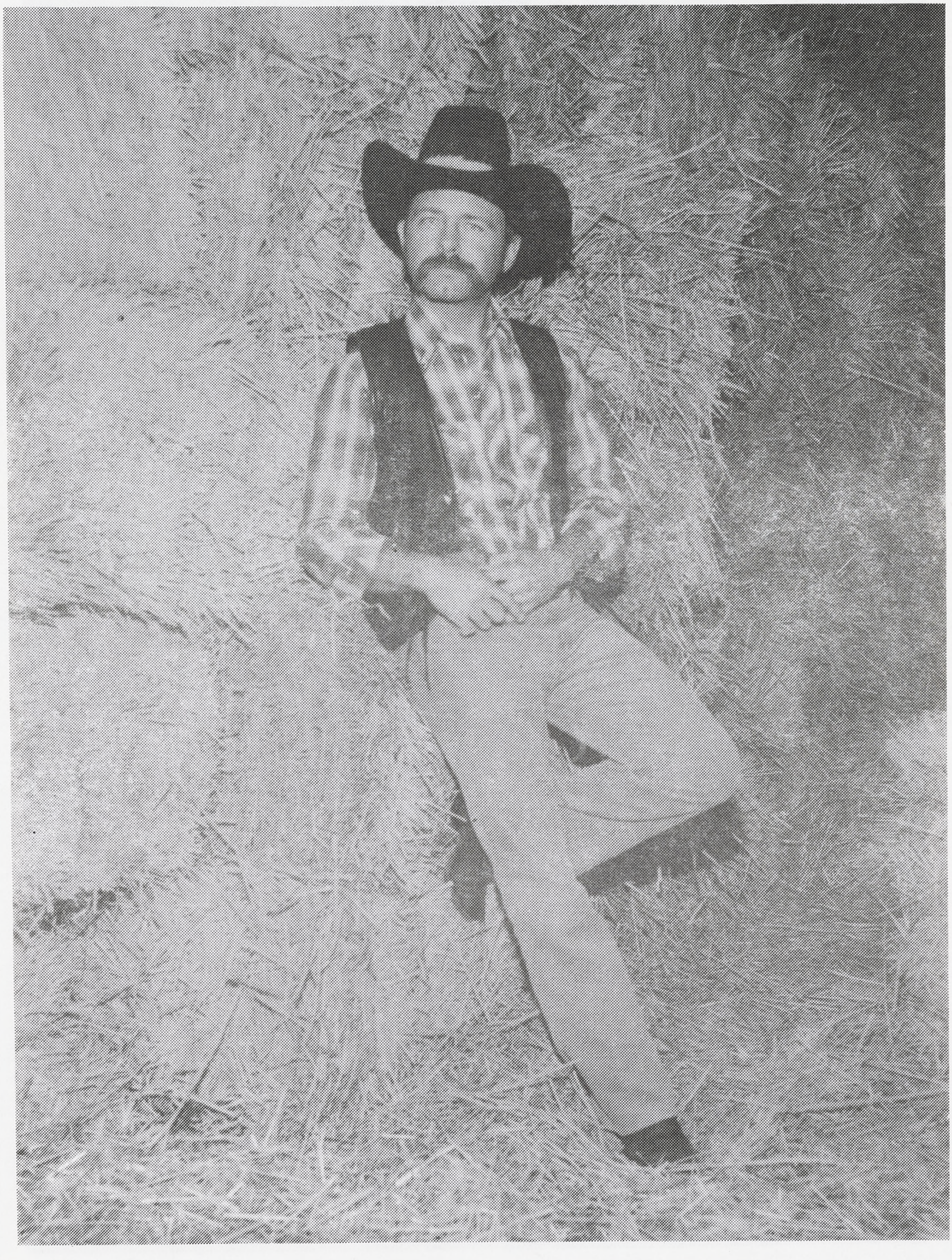
Being the Imperial Ambassadress of San Francisco to the many Imperial Lands and their peoples will most likely be one of the highest honors of my life. To you friends now visiting us from your Imperial Lands, I extend a personal and heartfelt "Thank You" for your generosity, your love, your respect, and for your belief in the "Mother Court of San Francisco as well as me as an individual.

To the Tavern Guild of San Francisco, The Council of Emperors, and the Council of Empresses, a very special word of appreciation for uniting our Empire tonight. This is the unity we have needed and through it we shall surely do bigger and better things.

To my successor and our new Emperor, I extend my best wishes for a year of happiness and success.

Again, a sincere thank you for one of the most memorable years of my life.

Empress Mae
MAE
Empress de San Francisco



As the day has come when I must step aside, I think about all of the wonderful friendships I have made over the years and especially those during my reign. The hospitality of other cities and the acknowledgements made to our great city, San Francisco, have caused my love to be even greater and stronger for my city, my home.

It is with great honor that I am a part of the dawning of a new era within our community. The uniting of our Empires will surely help within our community to firmly establish more unity and understanding of one another. I feel, as I know my Empress Mae feels, the excitement of being the first monarchs in San Francisco's history to step down together, in retrospect, causes feelings like those Empress I Jose must have felt when he began laying the foundations with the support of our community that ultimately has brought all of us here tonight together.

To those people who have stood up for me and by me, Kent Rosiek, Waco, Michael and Nova Lei Spears, Little Gina, Rory, Carl, Obie and Lonnie, Emperor IX (A.N.) Bobby Pace, Empress XIV Ginger, and many others, I can only say with sincere love — THANK YOU! Your love and support have made my reign unforgettable.

To all the aspirants to the throne, I can only wish you well and acknowledge that whomever is selected by your peers will be given the full and complete support of myself and those who have become close to me.

With Sincere Love,

Gene

Gene Bettis
Emperor of San Francisco
"The Munchkin Emperor"

REVOL
"THERE'S A 'THERE' HERE!"

3924 Telegraph Ave., Oakland, Ca. 94609

BAY AREA'S BEST BRUNCH
Sunday, 11am - 4pm

PRIME RIB SPECIAL
Friday and Saturday

RESERVATIONS CALL 652-7647

COCKTAIL LOUNGE

BIG MAMA'S

22615 MISSION BLVD.
HAYWARD, CALIF. 94541
881-9310

Congratulations on a job well done, Empress Mae and Emperor Gene.

C.R.I.R. Concerned Republicans

CONGRATULATIONS
to
GENE & MAE!
Best Wishes
to the
New Emperor & Empress
for a
Sparkling Year!

Diamond John
& Czar Randy Johnson

The Pendulum
Home of
The Gay World Champions
SeriesVI

wishes to Thank
Gene & Mae
for a good year.

Congratulations

Best Wishes for A Successful Coronation.....

The New Bell Saloon

1203 POLK 775-6905

White Magic from the Black Forest

Rumple Minze. Icy, clear persuasion. An enchanting 100 proof drink imported from Germany's Black Forest. Boldly refreshing. Silvery Cool. A genuine old world taste. Stronger than tomorrow.

100 PROOF. IMPORTED FROM GERMANY. ENJOY IN MODERATION.

W.V. ELLIOTT CO.

PROGRAM

CORONATION '83

The Empires United - Together

6:00 p.m.	Doors Open
7:00 p.m.	Introduction of Master and Mistress of Ceremonies, Czar of the Seven Hills, Randy Johnson and Queen Mother V of California, Greta Grass
7:05 p.m.	Presentation of Flags and National Anthems
7:15 p.m.	Entrance of Their Most Imperial Majesties, The Emperor and Empress of San Francisco, Gene Bettis and Mae
7:25 p.m.	Introduction of the Imperial Courts of San Francisco, the Court of Mayhem and Madness and the Court of the Ivory Fans
7:45 p.m.	Introduction of In-Town Dignitaries and Organizations
8:00 p.m.	Introduction of Master and Mistress of Ceremonies, Emperor V of Portland, Frank and Empress of Reno, Jack-E.
8:05 p.m.	Introduction of Visiting Courts (From Z to A)
8:30 p.m.	Intermission
8:45 p.m.	Entertainment by Sharon McNight
9:05 p.m.	Entrance of the Emperor and Empress, Gene and Mae
9:10 p.m.	Command Performance by Joanna Caron and the Starlights
9:30 p.m.	Introduction of Candidates for the offices of Emperor and Empress of San Francisco
9:45 p.m.	Introduction of Visiting Courts (Continued)
10:15 p.m.	Entertainment by Sharon McNight
10:35 p.m.	Entrance of Emperor Gene and Empress Mae
10:40 p.m.	Special Performance by Empress XII Jane Doe
10:45 p.m.	Introduction of Visiting Courts (Continued)
11:15 p.m.	Special Performance by Michael and Nova of Alameda County
11:20 p.m.	Special Awards and Proclamations
11:30 p.m.	Last Walk of Emperor Gene Bettis
11:40 p.m.	Last Walk of Empress Mae
11:50 p.m.	Introduction of the Imperial Family of San Francisco
12:10 p.m.	Announcement of New Emperor and Empress of San Francisco
12:20 p.m.	Their Most Imperial Majesties, The Emperor and Empress of San Francisco will receive guests in the Lobby of the Theatre

The Imperial Palace of Emperors & Empresses

THE Mint

1942 MARKET STREET—SAN FRANCISCO

AN ADINSANDELL PRODUCTION/CHUCK THAYER ADVERTISING

CONGRATULATIONS
GENE & MAE

YOU MAY NOW TAKE
ONE GIANT STEP
DOWN . . .

All My Love
Joanna Caron

ARLEN INSURANCE MARKETING
M. Ray Dorfman, Vice President

EXCLUSIVE INSURANCE REPRESENTATIVES
FOR THE SAN FRANCISCO TAVERN GUILD

★ ★ ★ ★ ★ ★

Specialists in Business Insurance
and Workers Compensation for
Restaurants Hotels
Bars Motels
Retail Stores

Special Discounts for Tavern Guild Members

(415) 499-0540
(707) 795-5470
Call Collect

Gingers
EDDY AND MASON STREETS
San Francisco
An inexpensive drinking bar
for people with money
771-3900

The Railway Express Cabaret

A CABARET & BAR

Presents

Showtime
Fridays & Saturdays
3 Different Shows Nightly
9PM, 11PM & 12:30AM

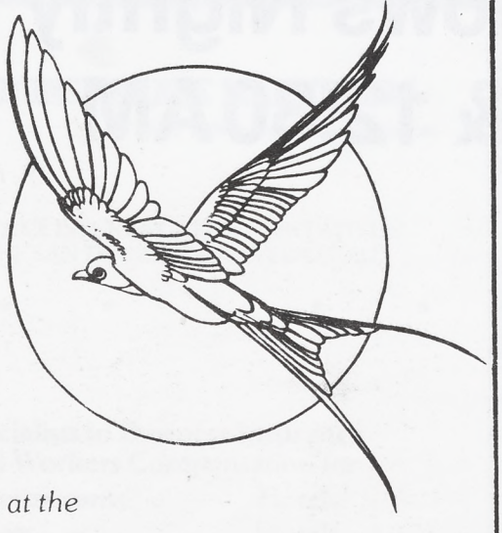
"A Show You Must See"

147 Taylor Street

771-5885

Thank You, Gene & Mae, Best Wishes

Miss Gay World "83" Margo Lea Jones



meet at the

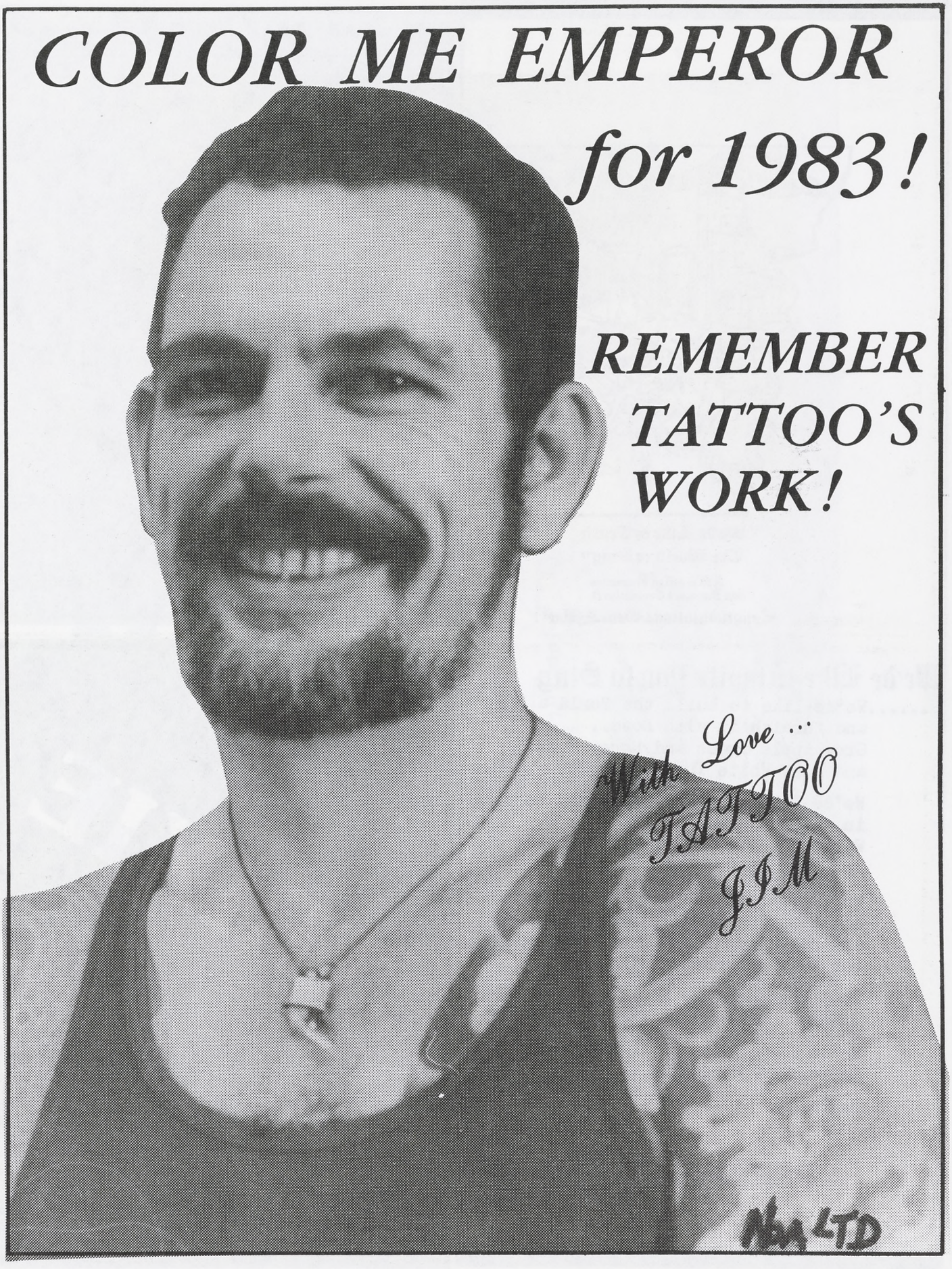
White Swallow

RUSS & JIM
1750 POLK 775-4152

THANK YOU
EMPRESS MAE & EMPEROR GENE
FOR A FABULOUS YEAR

BEST WISHES
TO ALL THE CANDIDATES

LOVE
OBIE & LONNIE


COLOR ME EMPEROR
for 1983!
REMEMBER
TATTOO'S
WORK!
With Love ...
TATTOO
JIM
NBA LTD

"We'de Like to Teach
The World to Sing"

A Man2Man Production
San Francisco Coronation 83

Congradulations Gene & Mae

We'de Like to invite You to Sing

.....We'de like to build the World a Home
and furnish it with Love..
Grow Apple Trees and Honey Bees
and Snow White Turtle Doves..

We'de like to teach the World to Sing
in perfect Harmony
We'de like to hold it in our Arms
and keep it Company..

We'de like to see the World for once
all standing Hand in Hand
and hear them echo through the hills
for Peach throughout the Land..

Thats the Song We Hear..

Chorus.....
We'de like to teach the World to Sing
in perfect Harmony..

Repeat..

BAR · A BAR · A BAR · A BAR · A BAR · A BAR

IMAGES LTD

PINE
POLK

1488 PINE SAN FRANCISCO, CA. 775-9880

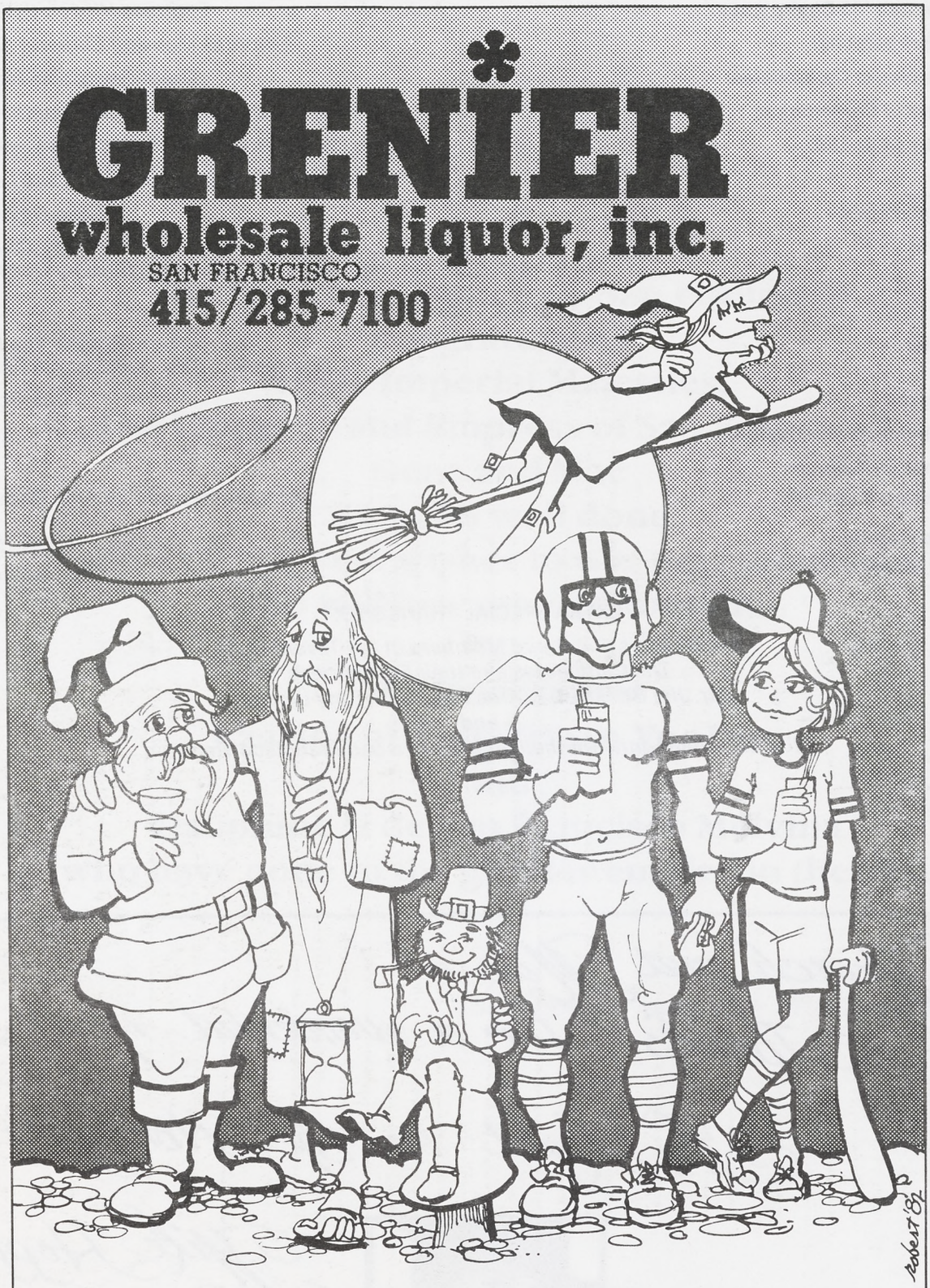
TRIXIE

GRENIER*

wholesale liquor, inc.

SAN FRANCISCO

415/285-7100



* ... a brand for all reasons.

CREDITS

Coronation '83 Chairperson:	*Empress VII Jonni (Valle)*
Co-Chairpersons:	*Emperss Mae and Emperor Gene*
Mistresses of Ceremonies:	*Greta Grass and Jack-E*
Masters of Ceremonies:	*Randy Johnson and Frank Schreckenberger*
Lights and Sound:	*Japan Center Theatre Staff and Dick Bumpus*
Sets:	*Obie Howell, Lonnie Shotwell III, and Lurch*
Floor Manager:	*Hydie Downard*
Ushers:	*S.F.G.D.I. Club; Steve Forsberg, President, C.M.C.; Jan Durbin, Constantines; Robert Rowbottom, Barbary Coasters*

SPECIAL THANKS TO:

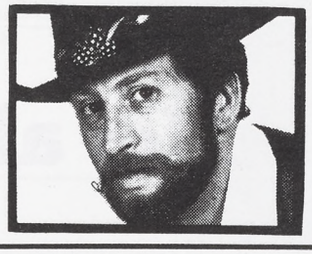
Tickets:	*The Stallion; Kokpit; The Mint Two Turtles; New Bell Saloon; Febe's*
Treasurer:	*Jim Bonko*
Coronation Poster Design:	*Robert Kalthoff*
Coronation Program:	
Design & Layout:	*Mark Friese and Bay Area Reporter*
Typesetting:	*Gay Graphics Typesetting*
Ad Sales:	*Mark Friese*

EXTRA SPECIAL THANKS TO:

The Officers and Board Members of the Tavern Guild
The Candidates and their Committees
Mr. Jim Bonko - Bay Area Reporter - Tony Lindsey
and
All of the community for their support of a San Francisco Tradition

Mark and Mac —
Thanks for a wonderful year!

The Light on the Horizon



Mike Hopper

The Empress Council de San Francisco
congratulates
Their Imperial Majesties,
The Emperor and Empress of San Francisco,
Gene and Mae
for a job well done
and extends best wishes to our new monarchs
who will be crowned tonight.

We Remember
Czarina of Polkstrasse VooDoo
and
Dauphine II de San Francisco Melvina
who have gone to the greater empire in the sky.

The Empress Council de San Francisco

MEMBERS OF THE LINDA LOVELASH FAN CLUB

Emperor IX Bobby Pace
Drill Captain
Empress IV Reba
Empress IX Frieda
Empress XI Flame
Empress XV Tessie*
Head Cheer Leader
Empress XVI Phyllis
Grand Duke V Fred
Grand Duchess VI Frau
Archduke "Sweet" Wm. Andrews
Baroness H. Von Dieckoff
All Calif. Cowgirl III Dusty Rhodes
S.F. Cowboy 82-83 Carl Boysen
Mr. Bunny 82 Danny Mullen
Antone Andre
Gladys Bumps
Billy Buns
Rorie Cooley*
Delicious Dee Dee Love
Bob Donavan*
John Ewing*
Milt Ferris*
"LiL" Gina
Rick Hellwig*
First Alternate
Lonnie & Obie
Stephen Lothrop
Matt Marano
Bill McCruter
Gregory Metcalf*
Scribbler & Penny Pincher
Keith Osborne
Dan Scherrer
Tommy Sherck
Jessie Shinn
Lee Sisneros
Richard Socci

*Member, Board of Governors

Congratulations from The Linda Lovelash Fan Club

OFFICE OF THE MAYOR
SAN FRANCISCO

DIANNE FEINSTEIN

Greetings

JANUARY 8, 1983

On behalf of the people of the City and County of San Francisco, I am pleased to extend our warmest Greetings and Best Wishes to all of those attending the Coronation 1983 Ball, being held in our City on Saturday, January 8, 1983, in our beautiful Japan Center Theatre.

San Francisco is one of the most unique, and wonderful cities in the world, a cornucopia of cultures that is rich beyond measure in diversity and which thrives on variety.

As Mayor of San Francisco, I am honored to welcome you and to have you as a guest in our very special city. Please have a wonderful visit.

Dianne Feinstein
Mayor

Members of the San Francisco Tavern Guild

The Answer (Redwood City)
Atherton Hotel
The Bench & Bar (Oakland)
Big Mama's (Hayward)
Blue & Gold
Bradley's Corner
The Brig
Bulldog Baths
Casa de Cristal
Castro Station
Changes
Chez Mollet
Church Street Station
Chrysalis Hotel (Palm Springs)
The Cinch
Civic Center Travelodge
Club Dori Bar & Restaurant
Complete Bar Supply
Connie's Why Not?
Corner Zoo
Cruiser (Redwood City)
Deluxe
Devil's Herd
Different Strokes
Febe's
Galleon Bar & Restaurant
The Gangway
Gilmore's
Ginger's
The Giraffe Lounge
Googie's
The Hiding Place (Forestville)
Hob Nob
The Hub (Walnut Creek)
Kimo's
Kokpit
Lake Lounge (Oakland)
Macante's
Mary's Food & Spirits (Vallejo)
The Mint
New Bell Saloon
N'Touch
Partners
The Pendulum
The Pines
Polk Gulch Saloon
**P.S. Restaurant*
The Q.T.
Queen Mary's Pub
Railway Express Saloon
Rainbow Cattle Company
Rainbow Cattle Company (Guerneville)
Ramrod
Red Eye Saloon
The Revol (Oakland)
River Village (Guerneville)
Rivet
Rusty Nail (Forestville)
S.F. Eagle
Santa Rosa Inn (Santa Rosa)
Scott's
The Stables
The Stallion
The Starlight Room
Sutter's Mill
The Trench
Tia • Rose • Eata's
Turf Club (Hayward)
Twin Peaks Tavern
Two Turtles Saloon
Watering Hole
Whiskey Gulch Saloon (Palo Alto)
White Swallow Saloon
Yacht Club

Associate Members of the Tavern Guild

Aldo's Distributing Co.
Arlen Insurance Marketing
Automatic Merchandising
Card-Tech
Gay Softball League of S.F.
Glasses Etcetera
Gourmet Pizza People
Jarcik Insurance Agency
Kum Back Klub
Liquor Express
Pacific Crown Distributors
Pacific Exchange
Schmidt & Schmidt Insurance Associates
Steff's Restaurant Supply
The Video Mart